



The 4Ps of Brand™

It's essential for Brands to only make claims they're sure they can deliver consistently.

To increase the brand lift, loyalty and love you gain from every touchpoint, your brand must be clear enough to excite your team and resonate directly with your customers' values. Is your organization ready for the 4Ps of Brand?

Rule29 is building lifetime value through the 4Ps of Brand™

The 4Ps of Brand is a strategic positioning framework that we use to achieve consensus on what your organization deserves to be known for in the world. Starting here helps ensure your Story & Messaging, visual identity and guidelines, MarCom, PR, Sales – even your HR practices – align to reinforce a consistent set of perceptions.

The 4Ps of Brand™ is for everyone

Reaching consensus on the 4Ps of Brand™ allows senior leadership across an organization, including those not fluent or involved in external branding and marketing, to agree on what the organization stands for at a fundamental level.

Organizational leadership and key stakeholders, including C-suite, HR, marketing, sales, CSR, product management, R&D & innovation, and more, are invited to leverage the 4Ps of Brand to operationalize a consistent, coherent, compelling brand experience that is embedded at literally every touchpoint. When an organization is truly living its 4Ps at every level, your brand's story becomes much more likely to make a positive impact. An organization that has rallied to live out its brand in a unified way ultimately will achieve greater long-term ROI on its communication investments.

The 4Ps are made up of:

Brand Promise

Your inspiring commitment

Brand Perceptions

Key perceptions that meaningfully differentiate

Brand Personality

Who you are

Brand Purpose

Why you are here



How We Help You Discover Your 4Ps of Brand™

The 4Ps of Brand™ are uncovered through one or more of the following activities:

Key Stakeholder Discovery Audit (standard)

Stakeholder In-Depth Interviews and/or Survey (custom/optional)

Customer/Target Research (custom/optional)

Live Brand Session (facilitated with key stakeholders/optional)

What the 4Ps of Brand™ Do For You

Our proprietary approach drives internal consensus and clarity prior to any investment in brand evolution, creation, or expansion. And, paired with empathetic insight into the audiences you seek to serve, the 4Ps of Brand will empower all communications stakeholders on your team to develop foundational messaging and subsequent communications that will drive deeper connections and loyalty over time.

The first customer of your brand is always your internal team. The 4Ps of Brand help you rally your team so they can represent your brand powerfully with your target audiences.

“...drive deeper
connections and loyalty
over time.”



Ready to get started?

Visit **rule29.com** to contact us today

Rule29™